IN THE CLAIMS:

Below is a listing of claims that will replace all prior versions, and listings, of claims for the present application:

1-25. (Canceled).

26. (Previously Presented) A method for generating service/device-specific templates, comprising:

at a computer communicatively coupled to a storage device and a user interface, the computer performing, in the following order:

providing a master template which contains a plurality of building blocks, wherein each of the plurality of building blocks defines formatting for a single type of name-value pair for presentation on a single device type;

receiving or retrieving unformatted data from the storage device, wherein the unformatted data corresponds to a specific data service and contains no information on formatting the specific data service for presentation;

examining the unformatted data to identify name-value pairs which are present in the unformatted data, each name-value pair including a name of a data item and a value of the data item;

presenting the name-value pairs to a user via the user interface;

retaining a set of the name-value pairs based on user input received via the user interface;

selecting, from the master template, building blocks containing information on formatting the set of the name-value pairs for presentation of the specific data service on a plurality of device types; and

assembling the building blocks selected from the master template into one or more service/device-specific templates, wherein each of the service/device-specific templates is specific to a corresponding device or a device type and to the specific data service associated with the unformatted data.

27. (Previously Presented) The method according to claim 26, further comprising:

utilizing the service/device-specific templates to create markup language files for corresponding devices.

28. (Previously Presented) The method according to claim 27, further comprising:

utilizing the markup language files to accommodate the specific data service on the corresponding devices.

29. (Previously Presented) The method according to claim 26, wherein the master template defines a predetermined style for displaying data on physical devices.

30. (Previously Presented) The method according to claim 26, wherein the master template is one of a plurality of master templates, each defining a different style for displaying data on physical devices.

31. (Previously Presented) The method according to claim 30, further comprising:

prompting the user to select one of the plurality of master templates according to which the service/device-specific templates are generated.

32. (Previously Presented) The method according to claim 26, wherein the service/device-specific templates are generated automatically upon completion of the master template.

33. (Previously Presented) The method according to claim 26, wherein the service/device-specific templates are generated as needed to accommodate the specific data service or a new data service.

34. (Previously Presented) The method according to claim 26, further comprising:

presenting the user with a label for each of the set of the name-value pairs; and

allowing the user to accept or modify the label via the user interface.

35. (Previously Presented) A computer program product having at least one non-transitory computer readable storage medium storing instructions translatable by at least one processor to perform, in the following order:

providing a master template which contains a plurality of building blocks, wherein each of the plurality of building blocks defines formatting for a single type of name-value pair for presentation on a single device type;

examining unformatted data received or retrieved from a storage device to identify name-value pairs which are present in the unformatted data, wherein the unformatted data corresponds to a specific data service and contains no information on formatting the specific data service for presentation;

presenting the name-value pairs to a user via a user interface;

retaining a set of the name-value pairs based on user input received via the user interface;

selecting, from the master template, building blocks containing information on formatting the set of the name-value pairs for presentation of the specific data service on a plurality of device types; and

assembling the building blocks selected from the master template into one or more service/device-specific templates, wherein each of the service/device-specific templates is specific to a corresponding device or a device type and to the specific data service associated with the unformatted data.

36. (Previously Presented) The computer program product of claim 35, wherein the master template is one of a plurality of master templates, each defining a different style for displaying data on physical devices, and wherein the instructions are further translatable by the at least one processor to perform:

prompting the user to select one of the plurality of master templates according to which the service/device-specific templates are generated.

37. (Previously Presented) The computer program product of claim 35, wherein the service/device-specific templates are generated automatically upon completion of the master template.

38. (Previously Presented) The computer program product of claim 35, wherein the service/device-specific templates are generated as needed to accommodate the specific data service or a new data service.

39. (Previously Presented) The computer program product of claim 35, wherein the instructions are further translatable by the at least one processor to perform:

presenting the user with a label for each of the set of the name-value pairs; and

allowing the user to accept or modify the label via the user interface.

40. (Previously Presented) A system for generating service/device-specific templates, comprising:

a user interface;

at least one processor; and

at least one non-transitory computer readable storage medium storing instructions translatable by the at least one processor to perform, in the following order:

providing a master template which contains a plurality of building blocks, wherein each of the plurality of building blocks defines formatting for a single type of name-value pair for presentation on a single device type;

examining unformatted data received or retrieved from a storage device to identify name-value pairs which are present in the unformatted data, wherein the unformatted data corresponds to a specific data service and contains no information on formatting the specific data service for presentation;

presenting the name-value pairs to a user via a user interface;

retaining a set of the name-value pairs based on user input received via the user interface;

selecting, from the master template, building blocks containing information on formatting the set of the name-value pairs for presentation of the specific data service on a plurality of device types; and

assembling the building blocks selected from the master template into one or more service/device-specific templates, wherein each of the service/device-specific templates is specific to a corresponding device or a device type and to the specific data service associated with the unformatted data.

41. (Previously Presented) The system of claim 40, wherein the master template is one of a plurality of master templates, each defining a different style for displaying data on physical devices.

42. (Previously Presented) The system of claim 41, wherein the instructions are further translatable by the at least one processor to perform:

prompting the user to select one of the plurality of master templates according to which the service/device-specific templates are generated.

43. (Previously Presented) The system of claim 40, wherein the service/device-specific templates are generated automatically upon completion of the master template.

44. (Previously Presented) The system of claim 40, wherein the service/device-specific templates are generated as needed to accommodate the specific data service or a new data service.

45. (Previously Presented) The system of claim 40, wherein the instructions are further translatable by the at least one processor to perform:

presenting the user with a label for each of the set of the name-value pairs; and

allowing the user to accept or modify the label via the user interface.